

## **PDF Proof**

We offer free online PDF Proofs for your convenience. Online PDF proofs allow you to do a final check on layout and content before we print. PDF proofs are not colour accurate. They are only ideal for reviewing general layout and content.

## **Proof Prints**

We always suggest ordering a proof print prior to placing your final order. A proof is a print designed to demonstrate both the quality of the file and the color accuracy of our printing process.

Proof prints will be printed at reduced size (usually 25%), and all of your image will show.

Proof also can be printed "cropped", which means that some of the image area will be cut off to show full size of the ordered image. **No color adjustments or testing** prior to proofing is included. The cost is \$40

## **Additional Proof Prints**

Should you want additional adjustments done to your proof print, contact our customer service representatives to discuss your needs. Additional fees may be assessed: image/color adjustment fee \$80/hr

## **Physical Sample Color Matching**

When physical sample is provided, we will do our best to match it. Color matching/adjustment fee \$80/hr (1 hr min)

## **PMS colors matching**

If you are going to reference PMS colors, please use the pantone color bridge coated guide.

This guide gives a very accurate reference for PMS and CMYK colors. Do not reference CMYK formulas, as on any given printer, CMYK formulas can and will vary from targeted PMS colors.

Please note that not all pantone colors can be matched in CMYK and this will be visible on your proof.

WE DO NOT GUARANTEE an exact PMS match due to variations in substrate, substrate color and light source interpretation.

PMS color matching is available for \$80 per each PMS color.

If you need to have your PMS colors matched accurately, the job will need to be printed with Pantone® spot color inks, not CMYK. This is usually more expensive and requires a custom quote.

*We keep a copy on file of all proof prints sent to our customers. You do not need to return your proof.*

*Once you receive your proof, simply call us to discuss how to proceed. If changes are desired, we can easily discuss those changes over the phone since we both have a copy of the proof.*